

ANNUAL  
*Strawberry Catalog*  
—and—  
*Planting Guide*



SELECT  
STRAWBERRY PLANTS

*Waller Bros.*

JAMES M. WALLER, Manager

“The Honest Plant Growers”

JUDSONIA, ARKANSAS

TELEPHONES

Office — RA 9-3357

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## *An Invitation To Our Customers and Friends:*

Since 1903 WALLER BROTHERS have had the pleasure of serving the strawberry growers of this nation and other lands. In this we feel that we have rightful claim to our pride. The characteristics that have built WALLER BROTHERS are the same today as always — honesty, sincerity, integrity, and a desire to keep and increase the great many loyal friends and customers we serve.

We are always striving to make available to our customers the very finest in strawberry plants. WALLER BROTHERS are cooperating with the University of Arkansas and the Arkansas State Plant Board in producing Virus-Free, Disease-Free Certified plants. In the article that follows we will endeavor to explain this plant program to you:

Fortunately, through the cooperation of the University of Arkansas Experiment Station and the Arkansas State Plant Board, a system of plant certification has been developed that insures growers of obtaining plants of the highest quality. Under this system the University maintains REGISTERED (Purple Tag) FOUNDATION STOCK. These plants are free of viruses and other diseases and are released for increase in isolated locations under certification conditions and agreements set up by the Arkansas State Plant Board and the University. BLUE TAG plants are grown from Registered (Purple Tag) stock and are inspected and meet standards of certification set by the State Plant Board. GREEN TAG plants are grown from Blue Tag stock and are inspected and meet standards

of certification by the State Plant Board. Under these conditions no Arkansas Certified strawberry plant offered for sale is more than two years from Registered Foundation disease free plants. In other words, Blue Tag plants are "one year" from Foundation stock, and Green Tag plants are "two years" from Foundation stock.

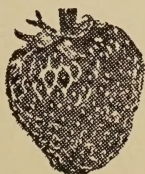
In addition to being virus-free, Arkansas Certified strawberry plants are free of red stele disease, root-knot nematodes, and noxious weeds. Spring and summer crimp nematodes, leaf spot diseases, and crown borer tolerances are such that the Certified plants are essentially free of these pests.

As you can see this program represents excellent cooperation between several groups who are striving to improve agricultural production. As a result of this coordinated effort purchasers can rely on obtaining high quality strawberry plants when buying those carrying an "Arkansas Certified" tag.

The success of our business depends upon the success of our customers. With this in mind we invite you to let us serve you, confident that we will have once more fulfilled the expectations of an old friend or will have made a valued new one.

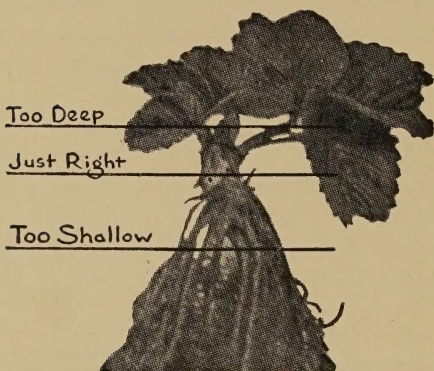
Sincerely,

*Waller Brothers*



# The Culture Of Strawberry Plants

In this space we will give you suggestions for the most details for successful strawberry growing. You may get more information by writing the U. S. Department of Agriculture, at Washington, D. C., who will, upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the developments and methods being employed in present strawberry culture.



## SOIL REQUIREMENTS AND SITE

Strawberries are one of the easiest of the fruits to grow and there is but one secret method which will assure success. It is simply good land, good cultivation and good sense. Any good garden soil can be expected to produce a satisfactory crop of both plants and fruit; however, the ideal soil for strawberries is a fertile, deep, well drained sandy loam. All the different types of soil are made more suitable by adding organic matter, either in the form of barnyard manure or green manure crops. Organic matter added to the soil increases the water-holding capacity, and moisture is very essential for maximum production.

In regions where late frosts are frequent, much care should be taken in the selection of a site for the plants. A southern slope, being warmer will make for an early start in growth and will cause the plants to bear fruit much earlier, but for that reason is more subject to late frosts. A northern slope will of course be later, but less likely to be injured by late frosts. In sections where frosts are not serious hinderances, many fields of low elevation are good locations for strawberries.

Although several crops of berries are grown in succession on the same land with good results, it is not advisable to do this, for the location should be changed every few years if possible. This helps prevent the pos-



sibility of various insects harmful to the plants from becoming too numerous.

## PREPARING THE SOIL

It is very important that the soil be properly prepared. The land should be plowed in the late winter or spring. If some cover crop has been grown, the soil will work up better if the sod is disced thoroughly before it is plowed. Next a harrow can be used so that a soft level planting bed is formed. The rows can then be marked and the plants set at the distances wanted. If commercial fertilizer is to be used, which is a very wise thing to do, the rows should be run out to a depth of about four inches. After the fertilizer has been distributed the soil is thrown back into the furrow and again leveled off with a drag.

## TYPES OF FERTILIZER

As for types of fertilizer for the plants, no kind is better than well rotted stable manure or any other similar materials. It is best to apply this just before the land is prepared for setting the plants. Commercial fertilizers give good results and are used by practically all the large growers. The grower should take great care in applying the fertilizer so as to avoid possible injury in applying before setting. It should be plowed into the ground thoroughly and allowed to remain in that manner at least a week before setting the plants. Certain types of fertilizer will prove to be very injurious to the plants if not put on with skill. Mixtures containing Nitrate of Soda, Sulphate of Ammonia or Potash Salts will injure the plants and often times kill them if allowed to come into contact with the roots. Any good commercial fertilizer can be expected to increase the yield, but it is unwise to use over 700 pounds per acre.

## TIME TO SET PLANTS

Early spring is the best time to set strawberries, for even light frosts which do not lift or heave the ground do not injure the plants. In the early spring the buds of the plants are in an inactive state, and the weather is most favorable to their getting a strong rapid start.

## DISTANCE TO SET PLANTS

Plants should be set in rows three or four feet apart, or even as much as four and a half if the soil is very fertile. The plants can be set fifteen to thirty inches apart in the row, depending on the variety, the conditions of the land, earliness of setting and the quality of the plants used.

## METHODS OF SETTING PLANTS

A trowl, spade or hoe are the tools most often used in setting plants, and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. The crown must be held just at the surface of the ground so that when the soil is packed back against the roots with the hand or foot, the buds will not be covered nor the roots exposed.

## CUTTING BLOSSOMS

Fruit stems usually appear on strawberry plants soon after they are set in the field. These blossoms should be removed as the production of fruit is a severe strain on their vitality. This aids the plants in overcoming unfavorable conditions and in starting growth and producing runners.

## CULTIVATION

The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and a half inches is deep enough for the hoe, or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

## CHEMICAL WEED KILLERS

Chemical weed killers are useful and the best we have tried is Crag Herbicide No. 1. If used be certain to closely follow manufacturers directions.

## MULCHING

A mulch is applied for a number of reasons. First, to keep the soil cool and moist and to check the growth of grass and weeds during the season when the fruit is produced. Second, to keep berries from being splattered with dirt by rain during the season. Third, by delaying blooming it tends to prevent injury by frost in the spring. Fourth, guards against winter injury to roots and crowns by protecting them from extremely low temperatures.

## SPRAYING

Spraying is not usually necessary in growing strawberries successfully. Care in buying healthy plants and in selecting varieties resistant to disease is much more important.

## WHAT TO DO WHEN THE PLANTS ARRIVE

Order your plants early and set plants out upon arrival if possible. If impossible to set upon arrival, place plants in cold storage if available at 32 degrees F. until conditions are right for setting. When no cold storage is available, dig a V-shaped trench, and it is better if the trench is in a moist, shady place. Open the bundles, spread out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary, several layers of plants can be heeled-in the same place with one or two inches of soil between each layer

of plants. Wet the soil and roots of plants thoroughly when heeling-in is done. Set as soon as planting conditions are fit.

### PLANTS REQUIRED PER ACRE

Plants required per acre at various planting distances:

Rows	Distance in Row	Plants per Acre
3 feet apart	18 inches	9,750
3 feet apart	24 inches	7,250
3½ feet apart	15 inches	10,000
3½ feet apart	18 inches	8,250
3½ feet apart	24 inches	6,250
3½ feet apart	30 inches	5,000
4 feet apart	15 inches	8,750
4 feet apart	18 inches	7,250
4 feet apart	24 inches	5,500
4 feet apart	30 inches	4,250

## Instructions

**WHEN TO ORDER:** Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No order will be shipped before October 20 and orders shipped after April 20 will be at purchaser's risk. **LATE IN THE SEASON WE MAY BE OUT OF SOME VARIETIES, BUT IF YOU ORDER EARLY, PLANTS WILL BE RESERVED UNTIL YOU ARE READY FOR THEM. BE SURE TO ORDER EARLY.**

**CASH** in full must accompany your order. You may remit by Money Order, Bank Draft, or Cash in Registered Letter.

**PACKING:** We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

**REFERENCE:** Dunn & Bradstreet, Farmers & Merchants Bank, Judsonia, or any Waller Bros. Customer.

**BUY WALLER BROTHERS PLANTS AND YOU  
BUY THE BEST.**





**A Field of Our Arkansas Virus-Free Certified Blakemore**

## Guarantee

You are fully protected when you buy WALLER BROTHERS' quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions and method of cultivation, under no condition shall WALLER BROTHERS be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.



*Indefed pag 19 - price list*

## Description of Varieties

### ALBRITTON

A midseason to late variety, suitable for production in the East from Delaware south to northern Georgia, and across Alabama, Mississippi, Louisiana and Arkansas. This new variety is outstanding as a producer. Berries of ALBRITTON are of a light, bright color and have a good cap that makes them very attractive. The inside berry color is a solid, light red and produces an excellent frozen product.

### AROMA

#### LATE — SAFE FROM FROST

This old standard berry is adapted to such a wide range of soils and conditions that it remains one of the favorite late berries in some sections in spite of all the newer introductions.

The AROMA is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions well. It is highly tart, and continues to bear long after midseason varieties have gone.

### ARMORE

Crossing the Aroma and Blakemore strawberry has produced what many strawberry growers consider the perfect variety.

The berries are large, bright red in color and are very firm. Plants are strong and vigorous and are prolific producers of quality fruit that has made an important place for this new variety on the market. The yield has been as much as 100 crates per acre more than the nearest competing variety which is Blakemore. Fruit begins ripening a few days later than Blakemore, and plants continue to bear fruit for a long period of time. In contrast to many varieties the size remains uniformly large even to the last picking.

### BELLMAR

The BELLMAR has a number of qualities which make it outstanding in any list of strawberries. As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruiting about as long. They rank high in dessert quality. The BELLMAR plant growth is bright glossy green. The berries are a luscious bright red. Their bright green caps give them a very effective appearance. This, together with their size, makes them one of the most beautiful berries that we have ever grown.

## BLAKEMORE

(AVAILABLE IN BOTH BLUE AND GREEN TAG  
GRADE)

The great popularity and acceptance of BLAKEMORE over the Southern and lower middle states has been due to performance alone. BLAKEMORE is a strong, vigorous grower which even under adverse conditions will make a good fruiting bed. The berries are very firm and tart. Ideal for long distance hauling. Also is rated as a very good berry for canning and freezing. The fruit has a bright, attractive color, which ripen uniformly. Growers in sections where BLAKEMORE is not as good as it used to be, in fact all BLAKEMORE growers everywhere, should get this virus-free stock to make more money from BLAKEMORE. We would be glad to fill your order for BLAKEMORE with either Blue Tag or Green Tag grade plants, for we know you will be well pleased with the results.

## CAMPBELL

The plants of CAMPBELL are of nice size. They are long-lived if given good care. This variety will yield an abundance of runners. One mother plant will produce as many as 125 runner plants. The berries are borne on strong, upright, moderately high-branching stems. They are conic, symmetrical, and medium red in color. The flesh is medium firm, juicy, bright red. The finish is bright and the size is medium to large. The seeds are approximately flush with the surface of the fruit and yellow in color. The dessert quality is good. This variety has proved to be very good along the Pacific coastal area, and are well worth a try in other localities.

## DUNLAP

An old favorite garden and canning variety in many sections of the Northern and Central States. DUNLAP'S greatest advantage is good growth and production under almost any condition. Very free bedding and productive of medium, dark red fruit for table purposes.

## DIXIELAND

This outstanding variety was released by the U. S. Department of Agriculture in 1954. Already it has proven so excellent that it is rapidly expanding in the Blakemore area. This new variety should do exceptionally well in the area from Maryland to North Carolina and West to Arkansas. It ripens early, about the same time as Blakemore, but has larger fruit with a very glossy, vivid red color. DIXIELAND berries are very firm and are well suited for long shipment. It is fine for freezing or canning. One of the best features of DIXIELAND is its productiveness. It has consistently produced bumper crops in nearly all locations tested. It is vigorous and a good plant maker.

## FLORIDA 90

(AVAILABLE IN BOTH BLUE AND GREEN TAG GRADE)

The FLORIDA 90, developed for growing in this area is said to be one of the best producing plants of the many varieties available. This variety is also adapted to growth along the Gulf Coast States. The 90 produces a berry that is red all through, and not white inside as the Missionary variety planted here for many years. The 90 also produces a long berry instead of the short, plump Missionary, and grows the berries under top leaves of the plant, affording protection from frost and cold. The 90 was developed for these two sections and promises to be a life-saver in the next few seasons for this vast strawberry-growing area.

## KLONDYKE

(AVAILABLE IN BLUE TAG GRADE)

The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops.

## KLONMORE

This variety comes from Louisiana where the growers have been producing it for the past several years, and many of them have discarded all other varieties, claiming KLONMORE is superior to Blakemore and Klondyke for earliness, prolific bearing, as well as its delicious flavor. Klondykes are good shippers — Blakemores are disease resistant. The two were crossed and up came this wonderful berry — the KLONMORE. This berry has as incomparable taste, flavor and rich coloring essential to the American springtime appetite.

## LASSEN

A very popular plant in California, which is worthy of a try in other sections of the United States. This variety is a good, vigorous plant maker, with plants being somewhat larger than those of the Campbell variety. The berries are produced on medium-long high branching stems. They are round conic to blunt in shape, light red and glossy in color. The fruit is large in size. Virus resistance is good in this variety.

## MISSIONARY

(AVAILABLE IN BLUE TAG GRADE)

The MISSIONARY, even after more than a quarter of a century of extensive planting is still outstanding in yield and plant vigor. The old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower and produces an average yield of high-quality berries.





**A Young Field of Pocahontas**

## **POCAHONTAS**

POCAHONTAS was introduced by the U. S. Department of Agriculture, in 1954, and is rapidly developing into an outstanding variety. In eastern Virginia it is being planted in the Fall and picked the following Spring. Under these conditions it has been the best of all varieties tested. Berris of POCAHONTAS are deep, glossy red, the skin is tough, and the flesh is firm. Thus, it is a fine shipping variety. From New Jersey to North Carolina and westward to Arkansas, POCAHONTAS has given excellent crops. Our plants are strong and vigorous. Be sure to be among the first to grow this wonderful berry and cash-in on its high production.

## **PREMIER**

This is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the PREMIER must have a number of admirable qualities. It is a very successful berry in the North and East, and it has a long fruiting season. The plants are sturdy and productive. Plants are exceptionally frost-resistant and survive the coldest winter. A very heavy bearer. The fruit is extra large, dark red, with firm flesh and fine flavor.

## **ROBINSON**

**(AVAILABLE IN BLUE TAG GRADE)**

This variety has been given favorable comment from between the Premier and Missionary berry. Its vigorous large size, bright red in color. It is a good plant maker, and the foliage is healthy. The fruit begins ripening approximately one week later than Premier.

## TENNESSEE BEAUTY

The TENNESSEE BEAUTY is a scientific cross between the Premier and Missionary berry. Its vigorous growth, firmness and radiant color makes it one of the most productive berries known. It is fast becoming very popular with the growers in our area, White County, Arkansas, one of the largest berry growing districts in the country. Tests have shown that it may replace Aroma or Catskill as a late berry. It rates very high as a berry for freezing and is well worth trying in the southern and lower middle states.

## TENNESSEAN 965

This variety was originated at the West Tennessee Experiment Station and is a cross made by J. P. Overcash with two Tennessee developed varieties. It blooms late and ripens early. Time of blossoming is somewhat later than that of Blakemore which sometimes results in less cold injury. The late blooming, combined with early ripening, of this berry will appeal to many strawberry growers.

## TENNESSEE SHIPPER

A new variety originated in Tennessee and a cross of a Missionary and Blakemore. TENNESSEE SHIPPER is an early variety, makes less plants than Blakemore but larger. The berries are attractive, pointed, and carry well, making it a good shipper. The fruit is quite tart but makes a very good frozen product.



A Field Of Our Arkansas Virus-Free Florida 90's

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SUCCESS WITH PLANTS BEGIN WITH AN  
ORDER FROM WALLER BROTHERS.

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Jumbo has really jumped into popularity. It's the kind of strawberry that tastes as good as it looks. Deep red all the way through and honey sweet. In university freezing tests Jumbo rated high and it is one of the heaviest producing strawberries known. When you plant your strawberry garden for spring be sure to include Jumbo.

#### PRICES ARE POST PAID

25	50	100	250	500	1,000
\$2.50	\$3.95	\$6.50	\$13.50	\$25.00	\$45.00



Paymaster is a real beauty of a strawberry. Sparkling-radiant red. It is one of the varieties that rated high in University freezing tests. It is a real producer too. For heavy crops — for fine fresh taste and proved freezing quality Paymaster is hard to beat. Let Paymaster pay off in your garden.

#### PRICES ARE POST PAID

25	50	100	250	500	1,000
\$1.95	\$2.95	\$5.50	\$11.50	\$19.50	\$33.50

## RED RICH EVERBEARER



Luscious berries from June right through until frost. Folks who say an everbearer isn't sweet should taste RED RICH. They're chock full of real honey-sweet goodness. They are deep red through the core. Solid and firm. Frost resistant. Tops for freezing, too! Delicious and attractive when served. A leading mid-western university reports Red Rich the best of 29 everbearing varieties tried. The plants are so tall and full that you can use them as a beautiful garden border or edge in front of evergreens — many places.

#### PRICES POST PAID

12	25	50	100	250	500
\$2.95	\$5.00	\$8.50	\$15.00	\$32.50	\$62.50

**GROWERS AND SHIPPERS OF  
ARKANSAS VIRUS-FREE CERTIFIED  
STRAWBERRY PLANTS**



# 7 OZARK BEAUTY

## A WONDERFUL NEW EVERBEARING STRAWBERRY

The OZARK BEAUTY is a cross between the 20th Century and the Red Rich, and is proving to be one of the very best everbearing plants available. This variety will make a good number of plants, and for best results, we suggest that they be set two feet apart in the row. This is best for fruit production, but if you want plants let the runners stay on. By not allowing the plants to become too thick in the bed more fruit will be produced, and will be larger and of better quality. Be among the first to try this great new plant — you'll be glad you did. Prices are high, but remember, all better things cost more.

(Prices Are Post Paid)

12	25	50	100
\$2.95	\$5.00	\$8.00	\$15.00



A Field of Our Dixieland

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QUALITY, SERVICE

AND

SATISFACTION GUARANTEED

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## **THORNLESS BOYSENBERRY**

The greatest vine berry ever introduced for nearby markets. The berries are extremely large, many of which are more than two inches long and over one inch in diameter. It comes into bearing the next year after planting and one planting lasts for many years. The fruiting season is longer than any other vine berry and it is not unusual to pick 15 to 20 pint boxes per plant the second year. Vines are free of thorns which means much in handling. Grow this wonderful berry for a real treat.

### **PLANTING AND CULTURE OF THE VINE BERRY**

The best time to set out plants is as early in the spring as the ground is workable. Plants should be set in rows 8 or 9 feet each way.

**PLANTING PROMPTLY:** Plants should be set as soon as received. If they appear dry when received, place in water to soak for a few minutes. If ground is not ready, hill them in furrow; shelter from sun until ground is ready for plants.

**FERTILIZING:** If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. Do not put any fertilizer under the hill when planting, as that will burn them up. However, owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary, preferably in late fall or early spring.

**TRELLISING:** The canes should be put on wires just before the buds begin opening in the spring. First wire should be 30 inches off ground and second year you should add another wire some 15 inches above the first. You should do this for the reason of a much heavier growth of vines for the second year.

**PRUNING:** Each spring new canes will start growing for the bearing of the following year's crop. We advise the removing of these canes when they are 12 inches to two feet in height. In other words, raising one crop at a time, first the berry crop, and then the cane crop for the next year's bearing. Then, when the berry crop is finished and the canes that have been bearing are cut off, the new canes are allowed to grow on the ground as the first summer.

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**WE LEAD WHEN QUALITY COMES FIRST**

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## History Of The **TREE EVERBEARING BLACKBERRY PLANT**

(The following description of this unusual plant has been furnished us by the originator.)

This new berry came into our possession as a seedling several years ago. After years of painstaking efforts, the undesirable plants have been taken out, now having a variety that comes true and exactly alike.

Due to the nature of their growth and over the long period of ripening, we have named it the Tree Everbearing Blackberry. It grows in any soil or climate, has stood twenty degrees below zero without any injury.

Berries are round, very large, extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety percent of the fruit extends above the thorns. There being no berries on the market when they ripen, therefore its possibilities are unlimited as a commercial berry.

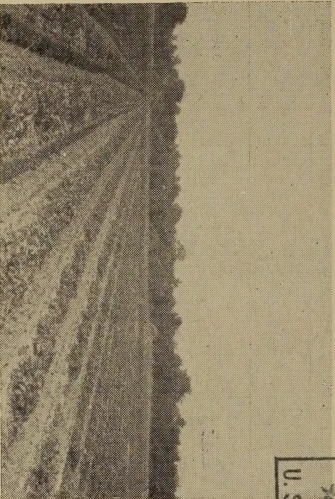
Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather. Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub. From a two-year-old plant we have gathered three gallons or 24 pounds. Three-year-old plants have broken all records with a yield of 6 gallons of fruit from one plant.

Waller Brothers do not hesitate to recommend these plants as an excellent berry, as we have fruited some of them for the past several seasons with very satisfactory results.

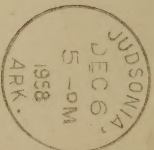


# WALLER BROTHERS

Judsonia, Arkansas



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WALLER BROS.